AMENDMENTS TO THE CLAIMS

The listing of claims below replaces all prior versions of claims in the application.

1. (Currently Amended) A metal colloid luster color material comprising a core material and a metal colloid particle,

wherein said metal colloid particle;

is a metal particle having an average particle diameter of 1 to 100 nm,

is adhered to the surface of said core material, and

shows a color due to plasmon absorption.

2. (Canceled)

3. (Currently Amended) The metal colloid luster color material according to ~~Claim 1 or 2~~ Claim 1, wherein the metal species of said metal colloid particle is at least one member selected from the group consisting of gold, silver, and copper.

4. (Currently Amended) The metal colloid luster color material according to ~~Claim 1 or 2~~ Claim 1, wherein said core material is a metal flake or an inorganic flake.

5. (Currently Amended) The metal colloid luster color material according to ~~Claim 1 or 2~~ Claim 1, which further comprises an organic component.

6. (Currently Amended) A method of producing a metal colloid luster color material, ~~which~~ comprising a step of causing a metal colloid particle in solution to undergo adhesion to a surface of a core material, wherein said metal colloid particle is a metal particle having an average particle diameter of 1 to 100 nm, and shows a color due to plasmon absorption.

7. (Original) The method of producing a metal colloid luster color material according to Claim 6, wherein an organic component is used for said adhesion.

8. (Original) The method of producing a metal colloid luster color material according to Claim 7, wherein said organic component is derived from the metal colloid particle or the core material.

9. (Currently Amended) The method of producing a metal colloid luster color material according to ~~Claim 8, wherein said organic component further contains one~~ Claim 7, wherein a portion of said organic component is derived from the metal colloid particle or the core material, and a portion of said organic component is not derived from the metal colloid particle or the core material.

10. (Currently Amended) The method of producing a metal colloid luster color material according to ~~Claim 8~~ Claim 7, wherein said organic component is one not derived from the metal colloid particle or the core material.

11. (Currently Amended) The method of producing a metal colloid luster color material according to any of ~~claims 6~~ Claims 7 to 10, wherein said adhesion is performed by addition of a poor solvent for said organic component.

12. (Previously presented) A metal colloid luster color material as obtained by the method of producing a metal colloid luster color material according to Claim 6.

13. (Currently Amended) A coating composition containing the metal colloid luster color material according to ~~Claim 1 or 12~~ Claim 1.

14. (Original) A coating film resulting from the coating composition according to Claim 13.

15. (New) A coating composition containing the metal colloid luster color material according to Claim 12.

16. (New) The metal colloid luster color material according to Claim 1, obtained by that, using a metal colloidal solution, said metal colloid particle is caused to adhere to said core material.